

# OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

## FISCAL 2015 ANNUAL REPORT GUIDANCE

The Office of Performance Management & Oversight (OPMO) measures the performance of all public and quasi-public entities engaged in economic development. All agencies are required to submit an Annual Report demonstrating progress against plan and include additional information as outlined in [Chapter 240 of the Acts of 2010](#).

The annual reports of each agency will be published on the Office of Performance Management [website](#), and will be electronically submitted to the clerks of the Senate and House of Representatives, the Chairs of the House and Senate Committees on Ways and Means and the House and Senate Chairs of the Joint Committee on Economic Development and Emerging Technologies.

### 1) Agency Information

<b>Agency Name</b>	Massachusetts Office of International Trade and Investment
<b>Agency Head</b>	Nam Pham
<b>Title</b>	Assistant Secretary of Business Development and International Trade
<b>Website</b>	<a href="http://www.mass.gov/moiti">http://www.mass.gov/moiti</a>
<b>Address</b>	10 Park Plaza, Suite 4510 Boston, MA 02116

### 2) MISSION STATEMENT

Please include the Mission Statement for your organization below.

**The Massachusetts Office of International Trade and Investment (“MOITI”) is the Commonwealth’s primary international business development agency charged with promoting trade and investment with global partners in Massachusetts and around the world. Our office is dedicated to building successful international collaborations and partnerships essential to bringing new economic opportunities and investments to the Commonwealth. MOITI’s mission is simple: strengthen the Massachusetts economy, create jobs and increase the Commonwealth’s international presence.**

### 3) PERFORMANCE AGAINST PLAN REPORT

Please provide details on the progress and accomplishments for Fiscal Year 2015 as it relates to the Fiscal Year

2015 Plan submitted by your agency. Plans are posted on the OPMO [website](#) for easy reference. This information should be included as **Attachment A and should include prior year perspective**. In addition to your Performance to Plan Report, Questions 4 through 10 provides guidance on the specific information required under Chapter 240 of the Acts of 2010.

#### 4) ACCOUNTING

Please provide financial information for your agency. Below please give a summary of *Receipts and Expenditures* during the fiscal year, and include the *Assets and Liabilities* at the end of the fiscal year. Please include the most recent audited financial report for the agency as **Attachment B**.

AMOUNT		
Receipts	N/A	
Expenditures	N/A	
Assets	N/A	
Liabilities	N/A	

#### 5) INVESTMENTS OR GRANTS TO BUSINESSES OR INDIVIDUALS

Does your agency make **investments** and/or provide **grants** to businesses or individuals? Yes ☒ No ☐

If **Yes**, please provide detailed information on investments and/or grants made during FY15 in the **Performance Against Plan Report – Attachment A** section of this report. Information should include the number, nature and amounts of investments made and grants awarded by your agency along with job, investment and/or other economic development impact. Please list the name(s) of the investment and/or grant programs offered by your agency in the space provided below:

**In FY 2013 MOITI administered the 2013 State Trade and Export Promotion (STEP) Grant Program. This initiative, made possible through a grant from the U.S. Small Business Administration, awarded Massachusetts \$720,856 to help enhance international trade opportunities for small businesses, specifically by offsetting the costs of their pre-approved export initiatives. MOITI was later provided a no-cost extension by the federal government and offered approximately \$30,000 in reimbursements to small businesses under this program during the state FY2014 and in the first two months of state FY2015.**

#### 6) DEBT OR EQUITY INVESTMENT DETAILS

Is your agency involved in **debt** or **equity investments** for businesses? Yes ☐ No ☒

If **Yes**, please provide detailed information on debt and/or equity investments made during FY15 in the **Performance Against Plan Report – Attachment A** section of this report along with job, investment and/or other economic development impact. Please list the name(s) of the debt and/or equity investments programs offered by your agency in the space provided below:

[Click here to enter text.](#)

## 7) LOAN DETAILS

Is your agency involved in **real estate loans**, **working capital loans**, or any **other type of loan** or **guarantee**?

Yes ☐ No ☒

If **Yes**, please provide detailed information on loan(s) and/or guarantee(s) made during FY15 in the **Performance Against Plan Report – Attachment A** section of this report along with job, investment and/or other economic development impact. Please list the types of loan(s) and/or guarantee(s) offered by your agency in the space provided below:

None

## 8) OTHER FORMS OF FINANCING OR FINANCIAL ASSISTANCE?

If your agency provides any other form of financing or financial assistance, please include FY15 details in the **Performance Against Plan Report – Attachment A** section of this report along with job, investment and/or other economic development impact. Please list the types of other forms of financing offered by your agency in the space provided below:

None

## 9) PATENTS OR PRODUCTS

Does your agency track **patents** or **products** resulting from agency-funded activities? Yes ☐ No ☒

If **Yes**, please include details in the **Performance Against Plan Report – Attachment A** section of this report along with job, investment and/or other economic development impact. Please list the agency-funded activities of your agency that promote patent and product advancement in the space provided below:

None

## 10) TECHNICAL ASSISTANCE

If your agency provides technical assistance, please provide detailed information on technical assistance provided during FY15 in the **Performance Against Plan Report – Attachment A** section of this report along with job, investment, and/or other economic development impact. Please list the name(s) of the technical assistance programs offered by your agency in the space provided below:

None

## 11) MANAGEMENT TEAM

Please confirm that the senior management team listed on your website is accurate and report on any current or pending vacancies and/or replacements.

**Supervisor:** Nam Pham, Assistant Secretary of Business Development and International Trade

**Senior Manager of Business Development:** Brittany McDonough

**Senior Manager of Business Development:** Hunter Richard

## 12) BOARD OF DIRECTORS

If applicable, please confirm that the board of director information on your website is accurate and provide information on any current or pending board vacancies.

**None**

## MOITI FISCAL YEAR 2015 ANNUAL PLAN Attachment A

As outlined in FY2015 Plan		FY 2015 PERFORMANCE
GOALS	STRATEGY	
Attract Foreign Companies to locate in Massachusetts (Foreign Direct Investment)	<ul style="list-style-type: none"> <li>• Increase foreign direct investment lead generation and tracking</li> <li>• Create comprehensive database</li> <li>• Build relationships with key international contacts including the Consular Corps, international economic development agencies and international industry associations</li> <li>• Frequently update MOITI website</li> </ul>	<b>Metric:</b> 50% increase in number of company openings <b>Baseline:</b> 2 <b>Performance:</b> 30 <ul style="list-style-type: none"> <li>• 30 FDI wins</li> <li>• Launched Salesforce platform with 20 active FDI entries</li> </ul>
Increase Cross-State Collaboration to Attract FDI and Promote Best Practices for Trade Development	<ul style="list-style-type: none"> <li>• Coordinate with other state and regional economic development agencies/groups to develop the best strategies and marketing initiatives to attract foreign companies</li> <li>• Share information with regional trade councils and representatives on strategies and new initiatives to boost investment and exports.</li> </ul>	<b>Metric:</b> Number of calls and meetings with Council of State Gov/SIDO participants <b>Performance:</b> attended 2 SIDO/CSG Conferences, attended 6 conference calls with SIDO/CSG members
Increase Number of Direct Flights to Massachusetts	<ul style="list-style-type: none"> <li>• Work closely with Massport and the MA Marketing Partnership to lobby, solicit, and secure direct flights to Boston</li> <li>• Promote MA during trade missions and meetings with visiting trade delegations</li> </ul>	<b>Metric:</b> Number of Direct Flights to Boston, Number of Airline Events <b>Performance:</b> 5 new airline routes, supported 8 airline events
Assist MA Companies Grow Internationally through Focused Export Promotion	<ul style="list-style-type: none"> <li>• Apply for and administer MA STEP Grant</li> <li>• Provide comprehensive database on international tradeshow opportunities</li> <li>• Assist with Massachusetts Pavilions at large international trade shows</li> <li>• Host inbound foreign delegations</li> <li>• Facilitate access to various export promotion services at the state and federal level</li> <li>• Host Export related seminar series; "Doing Business In....." for MA companies</li> </ul>	<b>Metric:</b> Number of STEP companies assisted, number of inbound delegations hosted, number of events hosted <b>Performance:</b> 5 STEP clients, 65 companies assisted, over 40 foreign delegations hosted, 7 export assistance events organized
Increase International Opportunities for MA State and Local Agencies and MA Companies Through Missions to Target Markets	<ul style="list-style-type: none"> <li>• Organize Governor-led international trade missions with a delegation of Massachusetts companies and/or public affiliates</li> <li>• Prepare post-Mission reports to build institutional knowledge and guide implementation of take-aways</li> <li>• Perform follow-up from missions through meetings with stakeholders, strengthening of local and international networks, and launching of programs and relevant international initiatives.</li> </ul>	<b>Metric:</b> Number of trade missions, deliverables from trade missions <b>Performance:</b> 3 trade missions organized, 2 MOUs signed

## **Prior-Year Perspective**

### **Inbound Investment, Promotion, and Marketing**

In FY15, MOITI significantly expanded outreach and marketing. MOITI's website was updated and expanded, and page views increased by 30% over FY14, with 8,565 page views from 5,056 unique viewers. MOITI also aggressively posted on Twitter (@theMOITI) yielding approximately 100 followers and a significant increase in retweets, favorites, and engagements. In addition, MOITI launched a bi-weekly e-mailing to 1,200 domestic and international business leaders, policy makers, and industry associations with news, events, and opportunities within the MOITI network.

Through strong collaboration with strategic partners including the 60 members of the Consular Corps of New England, MOITI has assisted in increasing the number of direct flights to Boston by 5 in FY2015, such as non-stop service by Turkish Airlines, Cathay Pacific Airlines, El Al Airlines, Hainan Airlines, and WOW Air. As the number of international connections and passengers to Massachusetts have expanded, MOITI has observed an increase in foreign direct investment and interest by foreign businesses in Massachusetts. Specifically, MOITI has attracted and assisted approximately 40 foreign companies, including start-ups, in opening operations in the state and connected over 100 businesses and visitors to local partners and associations.

With such strong growth, MOITI successfully launched a Salesforce platform to record new FDI wins and leads. Currently, MOITI has 20 open active leads which we will continue to follow to bring in more business.

### ***Export Promotion***

MOITI assisted 65 Massachusetts companies in export promotion and international trade activities, including 5 State Trade and Export Promotion Grant (STEP) clients in the final months of the federal FY15 (July-Sept 2014). MOITI successfully applied for STEP funding in late FY15 for federal FY16, for which it was awarded \$500,000 by the U.S. Small Business Administration to distribute in FY16.

To provide export assistance counseling and connect local small and medium-sized businesses to state and federal trade resources, MOITI hosted 7 export assistance seminars attracting over 500 participants. These events focused on market opportunities in the U.K., India, United Arab Emirates, and France as well as destinations served by non-stop airline service to Boston and the 3 countries visited on Administration-led trade missions in FY15.